



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of)
Keith MOORE)
Application No.: 10/051,263) Group Art Unit: 3627
Filed: January 18, 2002) Examiner: Bryan JAKETIC
For: ELECTRONIC COMMERCE SYSTEM) Confirmation No. 7654
INCLUDING CUSTOMIZED CATALOG)
HAVING ENCODED INFORMATION)

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Commissioner for Patents
P.O. Box 1450
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Sir:

In response to the final Office Action, dated April 19, 2004, Applicant respectfully requests consideration of the following remarks. A request for continued examination (RCE) is being submitted concurrently.

The claims have not been amended and are listed on pages 2-6 for the Examiner's convenience.

The remarks begin on page 7 of this paper.